

3.0 PUBLIC SCOPING

UDOT uses the public scoping process to gather input and determine the needs of the public that should be considered during the environmental study.

In order to maximize public input during the scoping process, UDOT sought to communicate information to the public in a variety of ways, as described below. Interested stakeholders submitted comments through a telephone comment line, an email address, a website comment page and in writing at the public scoping open house.

3.1 PUBLIC NOTIFICATIONS

UDOT employed a variety of methods to educate, inform and solicit feedback from the public regarding the public scoping and meeting activities. See notification examples in Appendix B: Public Scoping Notification. Notification methods included:

- *Canvassing:* The project team knocked on the doors of all residents living directly on 5400 South within the project corridor (Bangerter Highway to 4800 West). Fliers were distributed to residents living within the project's east/west limits, between approximately 5335 South and 5500 South. The team also visited with individual businesses in the project area and with neighboring schools.
- *Legal ads:* were placed in the Salt Lake Tribune and the Deseret News on January 13 and January 20, 2011 with a total circulation of 176,350. The legal ads were also posted on the newspapers' websites. The ad ran on the website utahlegals.com from January 13, 2011 to February 13, 2011.
- *Postcards:* Approximately 6,600 postcards were mailed on January 17 to all businesses and residents between 4700 South and 6200 South, with east and west limits from Bangerter Highway to Morning Breeze Drive.
- *E-vite:* An e-newsletter was sent on January 17, 2011 to more than 80 residents, businesses and political figures within Salt Lake County, Kearns and 5400 South project area.
- *Online ads:* Advertisements for the open house were posted on KSL.com and Facebook. Ads were targeted to the project demographics, including people living and commuting in the study area. Together the ads obtained more than 9 million impressions. Roughly 50,000 impressions on Facebook were obtained "socially," meaning that Facebook users saw information about the open house in connection to their social network of Facebook friends.
- *Facebook Event Page:* An event was created for the project open house on the UDOT Facebook page. The open house event was advertised using Facebook and targeted to the project study area. The event was passed around virally by members of the community and more than 100 people responded to the invite.
- *Twitter:* Information on the open house was distributed via the UDOT Twitter account @UtahDOT, which has 3,732 followers.

- *Website:* The open house was advertised on the homepage of the project website (www.udot.utah.gov/5400south). More than 1,100 people visited and viewed the project website within the scoping comment period of January 17, 2011 to February 4, 2011.
- *Public Meeting Calendar:* UDOT included information on the open house on its calendar, an informational tool used to inform the public of upcoming events regarding UDOT and transportation. The calendar is found on the UDOT website (www.udot.utah.gov).
- *Kearns Community Council and Taylorsville Websites:* Both the Kearns Community Council and Taylorsville City included the open house information prominently on their website home pages prior to the meeting.
- *Posters & Flyers:* Posters and flyers were posted in public venues around the community, advertising the open house. A list of poster and flier delivery locations as well as images of the posters and fliers are located in Appendix B.
- *Elementary School Sign/Announcements:* Oquirrh Hills Elementary School included information on the open house on their outdoor marquee as well as including it in the materials sent home to the parents the week prior to the event. A picture of the event information on the school marquee is included in Appendix B, Figure B8.

3.2 PUBLIC SCOPING MEETING

UDOT hosted a public scoping meeting January 27, 2011 from 5:30 – 7:30 p.m. at Oquirrh Hills Elementary School (5241 South 4280 West, Kearns). More than 200 people, not including the study team, attended the open house to voice their concerns, comments and suggestions.

The room was set up in three stations. Staff members were positioned at each station based on their areas of expertise. They answered various questions and discussed current transportation issues with attendees.

- Station One, “Background” explained the project Purpose and Need and why widening on 5400 South was a priority.
- Station Two showed “Improvement Considerations” such as intersection improvements, widening the roadway to seven lanes as well as improving shoulders and sidewalks throughout the corridor.
- Station Three, “Use Your Voice to Make 5400 South Better” displayed a large map of the study area. Attendees were encouraged to identify additional issues and impacts along 5400 South and within the community that should be considered during the study.
- An area was also set up for attendees to ask questions and get information on UDOT Property Acquisition. An informational handout on property acquisition was provided in this area explaining the basic acquisition process, types of property acquisition and available assistance.

Open house attendees were encouraged to sign in at a registration desk. Each participant was given a comment form and sticker dot. Attendees were encouraged to use the sticker dot at the Improvement Considerations station, to identify which improvement consideration they deemed most important. In addition to the display boards, participants were encouraged to write their transportation concerns and suggestions for improvements on comment forms or were given the study contact information if they wanted to write a comment later. See the display boards, property acquisition handout and comment form in Appendix C: Open House Materials.

While the Flex Lanes projects and the Wasatch Front Regional Council's long-range plan are separate from UDOT's 5400 South Widening Study, they are related. Representative from each were available to answer questions associated with those projects. Informational handouts about the Mountain View Corridor were also available.

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- UDOT tries to communicate with and gather information from all interested stakeholders.
 - The public hearing is an opportunity to learn about the study and to comment.